

<i>SERFF Tracking Number:</i>	<i>PHYS-128010300</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Physicians Mutual Insurance Company</i>	<i>State Tracking Number:</i>	
<i>Company Tracking Number:</i>	<i>PMA3710</i>		
<i>TOI:</i>	<i>LTC03I Individual Long Term Care</i>	<i>Sub-TOI:</i>	<i>LTC03I.001 Qualified</i>
<i>Product Name:</i>	<i>LTC</i>		
<i>Project Name/Number:</i>	<i>PMA3710B/ PMA3710B</i>		

Filing at a Glance

Company: Physicians Mutual Insurance Company

Product Name: LTC	SERFF Tr Num: PHYS-128010300	State: Arkansas
TOI: LTC03I Individual Long Term Care	SERFF Status: Closed-Filed	State Tr Num:
Sub-TOI: LTC03I.001 Qualified	Co Tr Num: PMA3710	State Status: Filed-Closed
Filing Type: Advertisement		Reviewer(s): Donna Lambert
	Authors: Sonya Dickey, Sara Magee-Garcia	Disposition Date: 01/23/2012
	Date Submitted: 01/20/2012	Disposition Status: Filed
Implementation Date Requested: On Approval		Implementation Date: 02/23/2012
State Filing Description:		

General Information

Project Name: PMA3710B	Status of Filing in Domicile: Pending
Project Number: PMA3710B	Date Approved in Domicile:
Requested Filing Mode: Review & Approval	Domicile Status Comments: Filed with Nebraska on 1/20/2012.
Explanation for Combination/Other:	Market Type: Individual
Submission Type: New Submission	Individual Market Type:
Overall Rate Impact:	Filing Status Changed: 01/23/2012
	State Status Changed: 01/23/2012
Deemer Date:	Created By: Sara Magee-Garcia
Submitted By: Sara Magee-Garcia	Corresponding Filing Tracking Number: PMA3710B
Filing Description:	
RE:Long Term Care Advertisement	
Invitation to Inquire: PMA3710B	

Attached are copies of the above referenced material for your review. This material will be used to create an interest in the following Long Term Care Policies:

Policies Approval Dates

P145AR 8-11-04

P146AR 8-11-04

P147AR 8-11-04

SERFF Tracking Number: PHYS-128010300 State: Arkansas
 Filing Company: Physicians Mutual Insurance Company State Tracking Number:
 Company Tracking Number: PMA3710
 TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
 Product Name: LTC
 Project Name/Number: PMA3710B/ PMA3710B
 P148AR 8-11-04

If you have any questions concerning the material, please contact me at 1-800-228-9100, option 1, option 6, extension 2633. You can also contact me via email at Sara.Magee-Garcia@physiciansmutual.com. Your assistance in getting the material approved for use is greatly appreciated.

Company and Contact

Filing Contact Information

Sara Magee-Garcia, Advertising Compliance sara.magee-garcia@physiciansmutual.com
 Coordinator
 2600 Dodge Street 402-930-2633 [Phone]
 Omaha, NE 68131 402-633-1096 [FAX]

Filing Company Information

Physicians Mutual Insurance Company CoCode: 80578 State of Domicile: Nebraska
 2600 Dodge Street Group Code: 367 Company Type:
 Omaha, NE 68131 Group Name: State ID Number:
 (402) 633-1188 ext. [Phone] FEIN Number: 47-0270450

Filing Fees

Fee Required? Yes
 Fee Amount: \$50.00
 Retaliatory? No
 Fee Explanation:
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Physicians Mutual Insurance Company	\$50.00	01/20/2012	55655707

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Donna Lambert	01/23/2012	01/23/2012

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Disposition

Disposition Date: 01/23/2012

Implementation Date: 02/23/2012

Status: Filed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Form	PMA3710B	Filed	Yes

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Form Schedule

Lead Form Number: PMA3710B

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 01/23/2012	PMA3710B	Advertising	PMA3710B	Initial			PMA3710B.pdf

Strength, Stability and Dedication



Customer Gary Harmon and his wife, Louise

Look forward to tomorrow with help from Physicians Mutual

Like many people, you've probably spent time wondering what you can do to help ensure your family's security if you were injured or had an extended illness. You know how important it is to plan for tomorrow ... to be prepared for whatever life brings.

Physicians Mutual Insurance Company can help you plan for the years ahead. We listen to your needs and explain all your options ... so you get coverage that's right for you. And, we have been in business for over 105 years, with over 30 of them in long-term care insurance.

Plus, we place on the Weiss Ratings Recommended List of companies, an elite group of six life and health insurance companies representing the top 1% of the industry ... so you can rest assured we'll be here to fulfill our promises.

When you choose Physicians Mutual, you become a member of our family. Here's what one customer said ...

I will never be able to thank you enough for everything you have done for me and my family. I don't know what we would have done without you. I received this policy, thanks to my agent, before I got hurt. But thanks to you, caregivers, family and prayers, I'm going to be all right. When I receive something in the mail from Physicians Mutual, I think of one thing — how you always tried to help me. Thank you.

*You're always in my prayers,
Gary Harmon, Illinois*

Call now for more information on how you can make the right choices today for tomorrow's needs ... long-term care insurance from Physicians Mutual.

[producer
photo]

[Producer Name]
[Insurance Producer]
[999-999-9999]
[name@email.com]

Physicians Mutual Insurance Company®



Physicians
Mutual®

Insurance for all of us.®

Policy Kinds: P145/P146/P147/P148. A producer will contact you regarding this solicitation of insurance.

PMA3710B